LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1119R "OPEN INVITATIONS"—Req. No. 72272—Page—(8⅜ x 11⅛ inches)—4/c Bleed—National Magazines (Offset), 1982 (A)
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Parliament
Parliament
Open invitations.
The honor of your presence is requested at the end of our cigarette.
Where a small recess will greet you.
It will keep your lips from touching the tar that builds up on the filter.
Flush filters can't do that.
Which is why Parliament Lights are so tastefully light.
And why a satisfying time will be had by all.
Parliament
Only Parliament Lights has the famous recessed filter.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
Kings: 8 mg "tar," 0.6 mg nicotine—100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette, FTC Report Dec.'81.

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Source: https://www.industrydocuments.ucsf.edu/docs/mswp0003

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